



Javier Torres · 3rd
Director Media Effective

- Media Effective



Woodcliff Lake, New Jersey, United States · [Contact info](#)

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About

Javier is the founder/Director of Media Effective and mediaeffective.com which is a media buying platform that specializes on Radio and TV buys around the nation. By combining high volume purchase power and media relationships, the company buys radio and TV spots for clients at the best rates possible. Javier is also the Director of Socios & Partners; a Marketing and Advertising firm targeting US Hispanics. Javier has also worked for Network M&A, JWT and other ad agencies on a variety of account assignments as Account Director.

Accounts and Campaigns have included clients such as: Procter & Gamble, Unilever, Warner Lambert, Colamerica, YesLoan, National Realty & Financial Investments among others.

Specialties:

Radio Advertising Buying. TV Advertising Buying.

Hispanic Marketing and Advertising campaigns.

Creative Production of TV, Radio, Print Advertising.

Hispanic Market Consultation.

Activity

119 followers

Javier hasn't posted yet

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Experience

Director

Media Effective

2008 - Present · 16 yrs 4 mos

Director

Plaintiff's Ex. 1

exhibitsicker.com

Socios & Partners
2007 - Present · 17 yrs 4 mos



Advertising & Marketing Director

Colamerica
1997 - 2006 · 9 yrs
Montvale, NJ

Director

Network Marketing & Advertising
1989 - 1994 · 5 yrs
Greater Los Angeles Area

Accounts

JWT
1984 - 1988 · 4 yrs

Education



UCLA

Specialization on Marketing US, Marketing to Hispanics in the US
1989 - 1991

University Jorge Tadeo Lozano

Major, Advertising & Marketing
1981 - 1985

Show all 3 educations →

Skills

Media Buying

9 endorsements

Radio

7 endorsements

Show all 21 skills →

Languages

English

Native or bilingual proficiency

Spanish

Native or bilingual proficiency

Interests

Companies

Groups

Schools



UCLA

889,974 followers

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The Creative Institute

29 followers

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